## **ORDER**

Orders Order / Rev: 719300 06358451 Alt Order #: Product Desc: OBAMA SCHED C **WUSA** Estimate: 1904 Flight Dates: 10/16/12 - 10/22/12 Primary AE: Aaron Ashe Original Date / Rev: 09/28/12 / 10/16/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW WEEKLY Billing Cycle: Washington, DC 20007 Agency Commission: 15% Advertiser Obama/D/President Name: A35+ Demographic: New Business Thru: **Product Codes:** PL-Presidential, Political, PL-Federal Order Separation: 00:15:00 P-5 Priority: Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID: Bill Plan **Totals** Rating Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount October 2012 \$63,400.00 \$53,890.00 0.00 53 10/15/12 10/21/12 41 \$54,200.00 \$46,070.00 Totals 53 \$63,400.00 \$53,890.00 0.00 10/22/12 10/28/12 12 \$9,200.00 \$7,820.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	WUSA	10/16/12	10/22/12	10-11a	CM	10-11a	MTWTF	:30	5	\$450.00 P-2	0.00 NM	0	\$0.00
					Let's Make a Dea	d								
		Star	rt Date I	Fnd Date	Weekdays	Snots/Week	Rate	Rating						

Start Date / End Date

Start Of Order - End Of Order

Order %

100%

Account Executive

Aaron Ashe

Sales Office

Sales Region

E 1 WUSA 10/16/12 10/22/12 10-11a	CM 10-11a	MTWTF :30 5 \$450.00 P-2 0.00 NM	0 \$0.00
Let's Make a Dea	al		
Start Date End Date Weekdays	Spots/Week Rate	Rating	
Week: 10/16/12 10/22/12 MTWTF	5 \$450.00	0.00	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate Rtg Type	
1 NUSA 10/16/12-10/22/12 10-11a	10-11a	МТWThF :30 <del>(\$450.00)</del> 0.00 <i>NM</i>	
See MG 14.2,14.3			
[Oversold to higher priorities]			
2 NUSA 10/16/12-10/22/12 10-11a	10-11a	MTWThF :30 <del>(\$450.00)</del> 0.00 <i>NM</i>	
See MG 14.2,14.3			
[NA/LUR]			
3 NUSA 10/16/12-10/22/12 10-11a	10-11a	МГWThF :30 <del>(\$450.00)</del> 0.00 <i>NM</i>	
See MG 14.2,14.3			
[Oversold to higher rates]			
4 NUSA 10/16/12-10/22/12 10-11a	10-11a	МГWThF :30 <del>(\$450.00)</del> 0.00 <i>NM</i>	
See MG 14.2,14.3			
[Oversold to higher priorities]			
5 NUSA 10/16/12-10/22/12 10-11a	10-11a	МГWГhF :30 <del>(\$450.00)</del> 0.00 <i>NM</i>	
See MG 14.2,14.3			
[Oversold to higher priorities]			
E 2 WUSA 10/16/12 10/22/12 Price Is Right	CM 11a-12p	МГWTF :30 5 \$850.00 Р-2 0.00 NM	0 \$0.00
The Price is Righ	nt .		
Start Date End Date Weekdays	Spots/Week Rate	Rating	
Week: 10/16/12 10/22/12 MTWTF	5 \$850.00	0.00	

Print Date: 10/17/12 07:19:10 Page 2 of 3

WUSA

Order / Rev: 719300 Advertiser:

06358451 Product Desc: OBAMA SCHED C Alt Order #:

Obama/D/President

Flight Dates: 10/16/12 - 10/22/12 Estimate: 1904

E   WUSA 16/16/12   1022/12   Price is Right   CM   11-12p   MWITF - 30   5 895,00 P-2   0.00 NM   0 \$0.00	Ln Ch Start	t End	Inventory Code	Break	Start/End	Γime Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
Start Date   End Date   Meekdays   Spots/Week   Ratio   Start Date   Merch Carlos   Spots	E 2 WUSA 10/16	/12 10/22/12	•		11a-12p	МГЖГБ-	- :30	5	\$850.00 P-2	0.00 NM	0	\$0.00
See Mo   According   Mayer   See Ses Sec												
Table   Tab	Week: 10/16/12	10/22/12	MTWTF	5	\$850.00					D. T		
See MG 142,14.3												
See Mig 14.2,14.3   NAVLING   See Mig 14.2,14.3   See Mig 14.2,1	See MG 1	4.2,14.3	Ü						,			
See MG   14.2   14.3     NAUSA   10/16/12   1022/12   Price is Right   11a-12p   MTWThF	-	-	Price Is Right	11a-	12p		MTWThF		:30 <del>(\$850.00)</del>	0.00 <i>NM</i>		
See Note   14.2   14.3   11.3   12.5   MIWITF	See MG 1		noo io i ugin					•	(\$200.00)			
INALUR    4 MUSA 1016/12 -1022/12 Price is Right   11a-12p		12-10/22/12 F	Price Is Right	11a-	12p		MTWThF	:	:30 <del>(\$850.00)</del>	0.00 <i>NM</i>		
A WISA 1016/12-1022/12 Price is Right   11a-12p   MTWThF		4.2,14.3										
Sold to P-1     Sold to P-1		12-10/22/12 F	Price Is Right	11a-	12p		МГWГhF	:	:30 <del>(\$850.00)</del>	0.00 <i>NM</i>		
See MoS   14/2,14-3												
Sold to P-1	-	-	Price Is Right	11a-	12p		MTWThF	:	:30 <del>(\$850.00)</del>	0.00 <i>NM</i>		
E 3 WUSA 10/16/12 10/22/12   9 News @ Noon   CM   12-1230P   MTWTF-   :30   5 \$700.00 P-2   0.00 NM   5 \$3.500.00												
Start Date   End Date   Week   Week   10/16/12   10/12/12   10/1		-	9 News @ Noon	CM	12-1230P	MTWTF-	- :30	5	\$700.00 P-2	0.00 NM	5	\$3.500.00
Week: 10/16/12   10/22/12   MTWIF   5 \$700.00   0.00	_ 000,	,,,	· · · · · -	<b></b>			.00	Ū	ψ. σσ.σσ. =	0.00		φο,σσσισσ
Facing   Figure   F												
Sape							- :30	9	\$900.00 P-2	0.00 NM	9	\$8,100.00
Week: 10/16/12   10/22/12   MIWIF   9   \$900.00   0.00			Soaps		•	:00 PM)						
E 5 WUSA   10/16/12   10/22/12   3-4p   CM   3-4p   MTWTF-   :30   5   \$500.00 P-2   0.00 NM   5   \$2,500.00												
Start Date   End Date   Weekdays   MTWTF   S   \$500.00   0.00							- :30	5	\$500.00 P-2	0.00 NM	5	\$2,500.00
Week: 10/16/12   10/22/12   MTWF-   5 \$500.00   0.00	Ctort Data	Fad Data		Consta //// all	Data	Datina						
Dr. Phil   Week   10/16/12   End Date   Weekdays   Spots/Week   Rate   S750.00   O.00												
Start Date   End Date   Weekdays   MTWTF -   5   \$750.00   0.00	E 6 WUSA 10/16	/12 10/22/12	•	СМ	4-5p	МГЖГБ-	- :30	5	\$750.00 P-2	0.00 NM	5	\$3,750.00
Week: 10/16/12   10/22/12   MTWTF   5 \$750.00   0.00	Start Date	Fnd Date		Spots/Week	Rate	Rating						
Start Date   End Date   Weekdays   Spots/Week   Rate   No.00   Start Date   End Date   Weekdays   Spots/Week   Rate   No.00   Start Date   Start Date   End Date   Weekdays   Spots/Week   Rate   No.00   No	Week: 10/16/12	10/22/12	MTWTF	5	\$750.00							
Week: 10/16/12         10/22/12         MTWTF-         3         \$450.00         0.00           E 8 WUSA 10/16/12         10/22/12         6-7a 9 News @ 6a CM 6-7a         MTWTF-         :30         3         \$500.00 P-2         0.00 NM         3         \$1,500.00           Start Date Week: 10/16/12 10/22/12         End Date Meekays Spots/Week         Rate Rating CBS This Morning CM 7-9a         MTWTF-         :30         3         \$300.00 P-2         0.00 NM         3         \$900.00           E 9 WUSA 10/16/12 10/22/12         End Date CBS This Morning	E 7 WUSA 10/16	/12 10/22/12		a CM	5-6a	MTWTF-	- :30	3	\$450.00 P-2	0.00 NM	3	\$1,350.00
E 8 WUSA 10/16/12 10/22/12 6-7a 9 News @ 6a					<u> </u>							
Start Date   End Date   Weekdays   MTWTF   3   \$500.00   0.00							- :30	3	\$500.00 P-2	0.00 NM	3	\$1,500.00
Week: 10/16/12         10/22/12         MTWTF         3         \$500.00         0.00           E 9 WUSA 10/16/12 10/22/12         10/22/12 CBS This Morning	01-at D-1-	E. J.D.		0	Data	Detie						
CBS This Morning   Start Date   End Date   Weekdays   MTWTF-   3   \$300.00   0.00												
Week: 10/16/12         10/22/12         MTWTF         3 \$300.00         0.00           E 10 WUSA 10/16/12 10/22/12         9 News @ 5p         CM 5-6p         MTWTF         :30 3 \$700.00 P-2 0.00 NM         3 \$2,100.00 NM           Start Date Week: 10/16/12 10/22/12         End Date MTWTF         Weekdays MTWTF         Spots/Week Rate Pating NTWTF         Rating NTWTF         3 \$700.00 NM         3 \$2,700.00 NM </td <td>E 9 WUSA 10/16</td> <td>/12 10/22/12</td> <td></td> <td>-</td> <td>7-9a</td> <td>МГЖГБ-</td> <td>- :30</td> <td>3</td> <td>\$300.00 P-2</td> <td>0.00 NM</td> <td>3</td> <td>\$900.00</td>	E 9 WUSA 10/16	/12 10/22/12		-	7-9a	МГЖГБ-	- :30	3	\$300.00 P-2	0.00 NM	3	\$900.00
E 10 WUSA 10/16/12 10/22/12 9 News @ 5p												
9 News @ 5p    Start Date   End Date   Weekdays   MTWTF-   3 \$700.00   0.00							- :30	3	\$700.00 P-2	0.00 NM	3	\$2,100.00
Week: 10/16/12         10/22/12         MTWTF         3         \$700.00         0.00           E 11 WUSA 10/16/12 10/22/12 9 News @ 6p			9 News @ 5p		·		.00		ψ. σσ.σσ Ξ	0.00		ψ <u>=</u> ,.σσ.σσ
E 11 WUSA 10/16/12 10/22/12 9 News @ 6p			<u>WEEKGAYS</u> MTWTF									
Week: 10/16/12       10/22/12       MTWTF       3       \$900.00       0.00         E 12 WUSA 10/16/12 10/22/12       9 News Tonight 7p       CM       7-730p       MTWTF       :30       5       \$800.00 P-2       0.00 NM       5       \$4,000.00         9 News Tonight 7p       Start Date       End Date       Weekdays       Spots/Week       Rate       Rating		/12 10/22/12	•	СМ	6-630p	MTWTF-	- :30	3	\$900.00 P-2	0.00 NM	3	\$2,700.00
E 12 WUSA 10/16/12 10/22/12 9 News Tonight 7p CM 7-730p MTWTF :30 5 \$800.00 P-2 0.00 NM 5 \$4,000.00 9 News Tonight 7p  Start Date End Date Weekdays Spots/Week Rate Rating												
9 News Tonight 7p <u>Start Date                                  </u>							- :30	5	\$800.00 P-2	0.00 NM	5	\$4,000 00
			-		50p	1111111	.00	•	#550.001 Z	5.55 TAIVI		Ţ.,000.00

Print Date: 10/17/12 07:19:10 Page 3 of 3

Order / Rev: 719300

06350454

Advertiser: Obama/D/President

Alt Order #: 06358451

Product Desc:

OBAMA SCHED C

Flight Dates:

10/16/12 - 10/22/12

10/21/12

Week: 10/15/12

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Estimate: 1904

SCHED C WUSA

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E12 WUSA 10/16/12 10/22/12 9 News Tonight 7p MTWTF--\$800.00 P-2 \$4,000.00 СМ 7-730p :30 5 0.00 NM 9 News Tonight 7p E 13 WUSA 10/21/12 10/21/12 CBS Evening News Sun&M 6-630P ----S :30 \$600.00 P-3 0.00 NM 0 \$0.00 **CBS Evening News** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----S 1 \$600.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type Spot 1 NUSA 10/15/12-10/21/12 CBS Evening News Sunday 6-630P <del>(\$600.00)</del> 0.00 NM ----Su :30 See MG 14.2,14.3 [NA due to NFL] E 14 WUSA 10/21/12 10/21/12 9 News @ 630p Sun 630-7P :30 \$400.00 P-3 0.00 NM 2 \$7.500.00 9 News @ 630PM Sunday End Date Weekdays Spots/Week Rating Start Date Rate Week: 10/15/12 10/21/12 ----S 1 \$400.00 0.00 Rate Rtg Type Ch Date Range Description Start/End Time Weekdays Length ----- Su 1 NUSA 10/15/12-10/21/12 9 News @ 630p Sun 630-7P <del>(\$400.00)</del> 0.00 NM :30 See MG 14.2,14.3 [N/A] 2 VUSA 10/21/12-10/21/12 Sun Prime D 10-11P ----Su :30 \$7,000.00 0.00 NM MG for 13.1,1.2,1.4,1.1,1.5,1.3,2.5,2.1,2.2,2.4,2.3,14.1 3 NUSA 10/18/12-10/18/12 6-7a 9 News @ 6a ---Th----:30 \$500.00 0.00 NM MG for 13.1,1.2,1.4,1.1,1.5,1.3,2.5,2.1,2.2,2.4,2.3,14.1 5 \$1,800.00 P-2 E 15 WUSA 10/16/12 10/22/12 Entertainment Tonight CM MTWTF--730-8P :30 0.00 NM \$9.000.00 **Entertainment Tonight** Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--10/22/12 5 \$1,800.00 Week: 10/16/12 0.00 E 16 WUSA 10/16/12 10/16/12 Tue Prime A CM 8-9P - T- - - -:30 1 \$14,000.00 P-2 0.00 NM \$14,000.00 **NCIS** Start Date **End Date** Weekdays Spots/Week Rate Rating - T- - - -1\$14,000.00 Week: 10/15/12 10/21/12 0.00 Ch Date Range Start/End Time Weekdays Description Length Rate Rtg Type 1 VUSA 10/15/12-10/21/12 Tue Prime A 8-9P -T-----:30\$14,000.00 0.00 NM E 17 WUSA 10/20/12 10/20/12 Sat Prime C СМ 10-11P ---S-:30 1 \$2,500.00 P-2 0.00 NM \$2,500.00 48 Hours Mystery **End Date** Weekdays Start Date Spots/Week Rate Rating

\$2,500.00

0.00

Totals 53 \$63,400.00